

PHILATELIC LINGONIANIAK: STAMPS
5P. IMBOSSO ENVELOPE
4P. PROBABLY POSTAL CARD

DRAWER 21

STAMPS: LINGONIANIAK

71.2009.085.05593



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Philately

4¢ Precanceled Postal Card & 5¢ Embossed Envelope

Excerpts from newspapers and other
sources

From the files of the
Lincoln Financial Foundation Collection

POST OFFICE DEPARTMENT
Washington 25, D. C.



INFORMATION SERVICE
Sterling 3-3100 Ext. 500

FOR RELEASE SUNDAY, OCTOBER 28, 1962

PHILATELIC RELEASE NO. 82

Precanceled postal cards designed to cut operating costs and speed delivery will go on sale in November for use next January 7, when postal rates increase, Postmaster General J. Edward Day announced today.

The new 4-cent card is on gleaming white paperstock, an attractive improvement on the buff color used for many years. A light purple portrait of Abraham Lincoln appears on the postal card, replacing the purple Statue of Liberty three-cent issue.

Presses in the Government Printing Office are grinding out the new cards at the rate of 16 million per day in preparations for distribution to the nation's some 35,000 post offices for use when rates increase January 7.

The new postal cards differ in two respects from precanceled stamps, which have been sold since 1916. The stamps were overprinted with the name of the city where mailed and were available only to permit holders. The new postal cards do not contain a city name, but are canceled by bars, and may be bought by anyone for use in any post office.

The decision to issue precanceled postal cards came after tests conducted in four cities proved that appreciable savings to the Post Office Department and improved mail delivery service would result.

A year-long test in Philadelphia, buttressed by 90-day tests in Houston, Los Angeles and St. Louis, was the basis for cost reduction estimates. Philadelphia Postmaster Anthony I. Lambert estimated annual savings for Philadelphia to be \$10,000. Other test cities made proportionate estimates of savings.

(more)

Print orders for the test postal cards totalled 68,450,000, of which nearly two-thirds were dispatched to Philadelphia.

Approximately 85 per cent of the two billion postal cards purchased each year are bought by business firms for advertising purposes. Consequently, a large percentage of postal cards can be bundled by the mailer to speed distribution. Under the present system, the bundles must be broken so the cards can be canceled. The new electronic canceling machines do not accept post cards effectively, so many cities have been forced to maintain obsolete canceling machines to use for postal cards.

The proposal to issue precanceled postal cards was first discussed with 300 large mailers at a meeting last year and received widespread endorsement from businessmen.

The portrait of Lincoln on the new 4-cent postal card is based on the Daniel Chester French statue commissioned for the city of Lincoln, Nebraska.

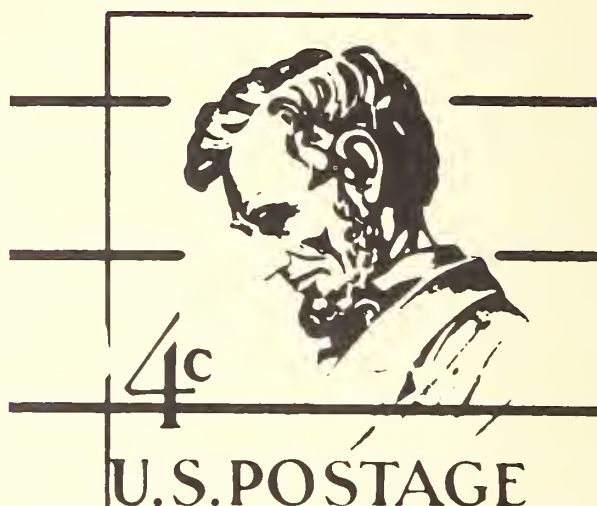
*The source material as a photograph
which appeared in the March 1913 issue
of Century magazine*

5-CENT EMBOSSED ENVELOPE AND 4-CENT PRECANCELED POSTAL CARDS

(SINGLE AND REPLY—PAID)



Background of the stamp is deep blue with the embossed portrait and lettering in white.



Light purple stamp and bars on white stock. Design based on photograph of statue by Daniel Chester French.

The 5-cent Lincoln embossed stamped envelope and the 4-cent Lincoln precanceled postal cards—single and reply-paid (double)—will be first placed on sale at Springfield, Illinois, on November 19, 1962.

This new envelope and postal cards are being provided to meet the increase in postal rates which becomes effective January 7, 1963. For the convenience of patrons who wish to purchase them prior to that date, these items will be available at other post offices after the first day sale as fast as manufacturing conditions permit.

Collectors desiring first day cancellations of the 5-cent envelope, standard 6¾ size, and the 4-cent precanceled postal cards, may submit orders to the Postmaster at Springfield, Illinois, plainly indicating the full name and address, with remittance to cover the cost, which is 6-cents each for the envelope, 4-cents each for the single postal card, and 8-cents for the double reply cards. Addressed gummed labels may be submitted to be affixed to the envelopes and postal cards, if desired. The outside envelope to the Postmaster should be endorsed "First Day Covers 5¢ Envelope and 4¢ Postal Cards."

POST OFFICE DEPARTMENT
Washington 25, D. C.



INFORMATION SERVICE
STerling 3-3100 Ext. 500

FOR RELEASE NOVEMBER 19,
1962, 3:00 P.M.

GENERAL RELEASE NO. 170

REMARKS OF
J. EDWARD DAY
POSTMASTER GENERAL
AT THE DEDICATION OF
THE 5-CENT EMBOSSED ENVELOPE AND
4-CENT PRECANCELED POSTAL CARD
SANGAMON COUNTY COURT HOUSE
SPRINGFIELD, ILLINOIS
NOVEMBER 19, 1962
3:00 P. M.

It is always a great pleasure to be back home in Springfield. My satisfaction is doubled today because the occasion that brings me honors Springfield's greatest son, and our nation's most famous postmaster: Abraham Lincoln.

Although many people know that Lincoln was a postmaster, far fewer are aware that he was appointed by Andrew Jackson. It was his first public job, with pay of \$55 per year - with no fringe benefits except the opportunity to read other people's newspapers.

Lincoln's life provides some little known parallels with the present day. For one thing, he sent his son, Robert Lincoln, to Harvard. Abraham Lincoln was also an unsuccessful candidate for his party's nomination for vice president - four years before he was elected president. And he was elected president by a very close margin. He received only forty percent of the popular vote, in a three-way race, when he was first elected.

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When Lincoln became president, he appointed a lawyer as Postmaster General! The lawyer who is Postmaster General now, by the way, worked during two summer vacations, while he was in Harvard Law School, for the Springfield law firm that descends directly from the firm of Stuart and Lincoln.

Lincoln's Postmaster General, Montgomery Blair, was a colorful character. At one point in the Civil War, a band of Confederate raiders penetrated to the outskirts of Washington and burned down Blair's home. Mr. Blair angrily blamed the War Department, calling them a bunch of cowards and poltroons. The Army chiefs demanded that Lincoln fire Blair. Maybe they resented a civilian having the title of General anyway. But Blair stayed on.

During the raid in which Blair's house was burned, Lincoln himself went out to watch the fighting. A young Army captain saw the tall civilian, whom he did not recognize, standing in an exposed position and yelled, "Get down, you damn fool or you'll be killed."

This young captain was Oliver Wendell Holmes, Jr., who later became Associate Justice of the United States Supreme Court.

In addition to telling the Army how to run the war, Postmaster General Blair accomplished a great deal for his own Department.

Blair organized and put into operation an efficient Army postal system. The Civil War was also responsible for one of Blair's most important innovations. Largely to accommodate soldiers, Blair suggested, in 1862, a postal money order system.

The system did not go into effect until after he had left office, but Blair was the one who got the authority for its adoption, established its rules, and organized its plans. Last year, the Post Office Department issued over \$5 billion worth of money orders.

Blair also started city mail delivery. Up to that time, delivery of letters in cities had been handled only by private express companies. Today, over forty million families and 3½ million business firms get city delivery. We extend city delivery to over one and a quarter million additional homes and businesses every year.

Blair began the railway mail service. Post office clerks were first placed aboard trains to distribute mails on a trial basis in 1862 on the Hannibal and St. Joseph Railroad, which later became part of the Chicago, Burlington and Quincy. The experiment worked well, and Blair ordered the new service begun on the Chicago and Northwestern Railroad on August 28, 1864.

One of Blair's most important contributions was the role he played in arranging the Paris Convention of May 1863. Representatives of twelve European and three American nations met in Paris to study postal practices and to consider ways to standardize international rates and delivery.

Next May, the top postal officials of the fifteen countries which held the original gathering will meet in Paris to commemorate the 100th anniversary of the convention.

The Paris Convention led to the forming of the Universal Postal Union which now has 117 members, and which governs international postal agreements.

Today is the 99th anniversary of Lincoln's Gettysburg Address. Lincoln's brief talk was preceded by one by Edward Everett, a former president of Harvard and Senator from Massachusetts, who was one of the nation's greatest and also one of its lengthiest orators. The newspapers gave most of the play to Everett's speech, but Everett himself wrote Lincoln afterward:

"I should be glad if I could flatter myself that I came as near the central idea of the occasion in two hours as you did in two minutes."

Lincoln and Blair were constantly harassed by people who flocked to Washington with crude demands for patronage jobs. During his trip to Gettysburg to make his historic address, Lincoln contracted a serious contagious fever. But when he got back to Washington, the jobseekers descended upon him anyway. He told his secretary,

"Let them all come in. At last I have something I can give everybody."

It was Lincoln who originated many of the anecdotes that still go around about dispensing patronage.

Nearly every Congressman in Washington will tell you that when he gets someone appointed to a federal job, he makes one ingrate and twenty enemies. But Lincoln said it first.

On July 26, 1861, President Lincoln wrote the following in a letter to his friend, Henry C. Whitney:

"I have troubles enough; when I last saw you, I was having little troubles; they filled my mind full; since then, I have big troubles and they can do no more - what do you think has annoyed me more than any one thing?...Now, I tell you; the fight over two post offices - one at our Bloomington (Illinois) and the other in Pennsylvania. That is the thing that is troubling me most."

Despite all the problems with patronage, Blair's administration was one of the best the Post Office Department has ever seen.

Blair replaced commissions for postmasters with specific salaries, rigidly enforced prepayment of postage, and canceled the franking privilege which postmasters had up to that time, and which was the source of much abuse.

Before Blair was named Postmaster General, the Department was spending twice as much as it took in. But by the time he resigned, the Department was showing a profit.

His work caused the Boston Weekly Gazette to write the following editorial in 1863:

"At a time when war and finance are the all-absorbing themes, nationally speaking, but little attention is paid to the less important, - the post-office. Of the management of this department too much cannot be said in its praise. When everything is confused with crowded railroads and the interruption of conveyance threatened by the exigencies of other public service, every thing proceeds in the post-office department with almost the regularity of clock-work. Scarcely a mail fails in its destination, any more than if peace prevailed in the land and men had nothing to do but to think of duty connected with transportation exclusively. We think Postmaster General Blair entitled to the warmest praise for this state of things, that certainly redounds greatly to his credit. No man has ever filled his position who has received more unanimity of approval; and not a complaint is heard of his management."

We have come a long way over the years in our federal management practices.

Unlike during Lincoln's time, postmasters are now under civil service and their tenure is based not upon political considerations, but solely on objective criteria of good management.

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We no longer dig up minor violations by postmasters whose political affiliation is considered unsuitable as a pretext for firing them.

In those few cases where postmasters are removed, it is always because there is a serious dereliction of duty.

In the first twenty months of this Administration, 77 postmasters were removed (only one in a good-sized office) and these were almost equally divided between those appointed in Democratic administrations and those appointed in Republican administrations. The fact that only 77 removals were necessary in twenty months out of 35,000 postmaster positions, is a marvelous tribute to the integrity and dedication of our postal people. It is a record no private corporation could equal.

Because we are interested more in sound management than in politics, we can take pride that the Post Office Department is now giving better service and operating with greater efficiency than ever before.

Our heightened productivity enabled us to return nearly \$37 million of our appropriation for fiscal year 1962 to the Treasury. This accomplishment is especially impressive because it was made without any cut in service.

In the last year and a half, we have launched major new programs to further improve and speed mail service. Others are in the planning stage.

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Among the most important is the Nationwide Improved Mail Service (NIMS) program.

The purpose of NIMS is to end the great glut of mail which inundates our larger post offices in the hours after 5:00 P. M.

The huge quantities of mail that arrive at this peak period delay service and prevent an efficient utilization of men, machines, and space.

As 75 percent of first-class mail is business mail, and half of all our 67 billion pieces of mail annually is generated by just 25,000 large mailers, we have worked directly with the heaviest users in a cooperative effort. Mail Users Councils, of leading local business firms and other large mailers, were formed for this purpose in 294 principal cities throughout the nation.

The NIMS program has already met with considerable success. Up to eighty percent of the total day's mail used to swamp some of our offices during peak hours. We have succeeded in cutting that figure down to about 52 percent and expect to reduce it still further.

Another significant improvement we have initiated is ABCD - short for Accelerated Business Collection and Delivery - which was installed here in Springfield just a few weeks ago.

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ABCD provides four-hour delivery of first-class mail within the downtown business area, from Monday through Friday. When mail is placed in a specially designated letter box by 11:00 A.M., it arrives at its destination in the downtown area by 3:00 P.M. of the same day.

ABCD is now operating in about forty cities and will be brought to others after the Christmas rush is over.

We are now well along in the development of a new procedure for large-volume mailers who use punch card equipment and computers. By having these machines pre-sort outgoing first-class mail by sectional center, city and postal zone, we will be able to reduce handling on hundreds of millions of pieces, and consequently, speed delivery of all mail.

Before Montgomery Blair took office, a previous Postmaster General had tried to ease his deficit problem by raising postal rates. Here is what Harper's Magazine said about this in April 1859:

"Postmaster General Brown...stultified a long and respectable career by proposing to raise the rate of postage to five cents."

Things don't seem to change much in the post office!

Blair himself wrote that it was axiomatic "in postal affairs, that certainty, frequency and facility of postal communication influence the amount of correspondence more than any variations in a moderate tariff."

We agree with that statement.

Actually, our new postal rates are a belated recognition of rising costs. Even so, mail users will still get an outstanding bargain.

Our first United States postage stamp, issued in 1847, was a five-cent stamp. It would take a letter no more than 300 miles. Our new nickel stamp and our four-cent postal card can go from one end of the country to the other.

If you take a vacation sometime in the Virgin Islands, you can send a picture post card home for four cents. Or, if you happen to know someone in Pago Pago in American Samoa, you can send it there - a distance of 9000 miles from the Virgin Islands - for four cents!

Virtually every other major nation in the world has letter rates equal to, or greater than, the new rate we will have beginning January 7. If letter rates are related to ability to pay - average hourly earnings, for example - postage in the United States is substantially less than anywhere else.

The five-cent embossed envelope and four-cent precanceled postal card we are introducing today mark the twenty-fourth time that Abraham Lincoln has been memorialized on United States postal stamps or cards.

This figure does not include overprints, reissues, or special printings. Nor does it include stamps used for bulk shipments of newspapers and periodicals, war savings stamps, distilled spirits stamps, or tobacco stamps, all of which at one time or another have been issued by the Federal government.

Twelve foreign countries have together issued some fifty stamps honoring Lincoln. They are Monaco, San Marino, Indonesia, Ghana, Honduras, Haiti, the Republic of China, Nicaragua, Argentina, Colombia, Liberia and Cuba. (Cuba's stamps were issued in 1937 and 1942, long before Fidel had a beard.)

Stamped envelopes date back in American postal history almost as far as stamps themselves. Embossed envelopes were first issued in 1853. About five million were sold that year, in values of three cents, six cents, and ten cents.

The five-cent embossed envelope we are issuing today will sell in post offices for six cents. The background of the stamp is deep blue with the embossed portrait and lettering in white.

Postal cards were first issued in 1873 in a one-cent denomination. Abraham Lincoln first appeared on a postal card in 1911.

The new four-cent postal card is on gleaming white paperstock, which we believe is a great improvement over the buff color previously used. The light purple Lincoln portrait is based on a statue by Daniel Chester French.

The cards are precanceled to cut operating costs and to speed delivery. They differ in two respects from precanceled stamps, which have been sold since 1913. The stamps were overprinted with the name of the city where mailed and were available only to permit holders. The new postal cards do not contain a city name, but are canceled by bars, and may be bought by anyone for use in any post office.

We decided to issue precanceled postal cards after a year-long test in Philadelphia and 90-day tests in Houston, Los Angeles and St. Louis showed that considerable savings and improved service would result.

About 85 percent of the two billion postal cards purchased each year are sent out by business firms. With precanceling, a large percentage of postal cards can be bundled by the mailer, thereby speeding distribution.

Presently, the bundles have to be broken to cancel cards. New electronic canceling machines do not accept postal cards effectively, so that many cities have been forced to maintain obsolete canceling machines to use for postal cards.

The proposal to issue precanceled postal cards was first discussed with 300 large mailers at a meeting last year and received widespread approval.

We are also issuing another revised item today: reply-paid or double postal cards. The cost of these is going up from six cents to eight cents.

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These innovations go hand-in-hand with the programs I mentioned earlier through which we are bringing better and more efficient mail service to the public.

We have, so far this year, issued fourteen commemorative stamps. One more - a very beautiful stamp honoring the work of the American artist, Winslow Homer - will come out in December.

We are limiting our issuance of commemorative stamps to fifteen a year, a drastic reduction from some previous years. We have made this change so that the events and people commemorated by each stamp will become known to more Americans than before.

Our Christmas Stamp is the first of a type that will be issued each year, and, therefore, will not count as one of our fifteen commemoratives. We issued the Christmas Stamp in response to a great public demand over a period of many years. An unprecedented amount of interest has been shown in it since it became available on November 2.

In the past, the public has often sought out certain issues of postage stamps which bore seasonal motifs or Christmas colors of red and green to put on Christmas mail.

The Post Office plays a major role in the holiday season for everyone in the country. Billions of greeting cards are mailed each December and tens of millions of gift parcels. We feel it is only fitting that through this special stamp we should join in the holiday spirit.

Our Christmas Stamps do not in any way compete with Christmas Seals sold by charitable organizations like the National Tuberculosis Association. Christmas Seals are not and never have been a substitute for postage.

I am gratified that the National Tuberculosis Association wholeheartedly supports our Christmas Stamp and that we are fully cooperating with the Association this year as we have done in the past to combat tuberculosis and safeguard the nation's health.

The Project Mercury Stamp, since it was designed and available for last year, is considered one of last year's commemoratives.

It marked the first time that a commemorative was issued simultaneously with the event memorialized.

We were immensely gratified that, by making the stamp available only minutes after Colonel Glenn's safe recovery, we helped to give to millions of Americans a personal opportunity to express their pride in this great American accomplishment.

Among the other outstanding stamps issued this year were the New Mexico, Arizona and Louisiana Statehood commemoratives, the stamp commemorating the Battle of Shiloh, the second in our series of five Civil War Centennial stamps, and stamps honoring Senator Brien McMahon, Speaker Sam Rayburn, Chief Justice Charles Evans Hughes, and Secretary General of the United Nations Dag Hammarskjold.

There has been unusual interest in the last named stamp.

The New York Daily News of Thursday, November 15, 1962, objected to my decision on the Hammarskjold stamp error on the ground that I passed up an opportunity to put "a big postage stamp lottery -- in operation through the Department's back door - and what a break for the taxpayer."

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I do not agree that our postage stamp issues should be a lottery.

Most of our millions of stamp collectors are people of limited means, in many cases young people and children. Everyone should have an equal chance to buy an example of every type of postage stamp issued. That has been my consistent policy since I took office.

I am glad that the publicity about the Hammarskjold stamp has had the effect of calling even greater attention to this tribute to a great man who, like Abraham Lincoln, was not merely a national leader, but a world figure for all time.

END

